

## Lifestyle Trends Narrative

As society moves toward a creative class that is highly valued, the practice of social and recreational activities will appear different.

Opportunities for social and recreational activities will be steered by this class.

Themes that must be considered as we consider the rise of the creative class and the continued integration of technology into our lives include:

1. The distinct separation of work and leisure time will become more blurred as Generation X and Y become the working majority.  
As society embraces a more valued creative class, flexibility and opportunity to pursue recreational activities will be much more important. This group will pursue non-traditional activities in non-traditional ways and at non-traditional times.
2. Parks, bike trails, public spaces and recreational facilities will help drive decisions on where the creative class, generation X and Y will locate.
3. The economic value of recreation will be enhanced through analysis programs of these services. Increased value will be placed on the impact recreation has on a community.
4. Recreation activities will focus on the authenticity of the experience.  
Those recreational experiences that are inclusive of all and promote tolerance will be attractive to people. Recreation programs of the "one size fits all" variety will no longer be appealing.

Trends to consider in leisure activities in the future:

- 1) Community based activities - People will be interested in activities in and around their communities.
- 2) Diverse Cultural Programs - Tolerance and inclusiveness of all.
- 3) Outcome based programs – People will be attracted to activities that have a defined outcome.
- 4) Drop-in or short term classes – People will be less willing to a long term commitment at the same time, day and duration for long periods.
- 5) Public Gathering Activities- Activities that attract many people for short periods will be attractive.
- 6) Active/Diverse Senior Programs – Active learning activities will replace bingo and cards.
- 7) Recreation for Disabled – The demand for additional programs for disabled populations will increase.

- 8) Obesity and Health Based programs- As the nation faces increased health care issues due to obesity and poor health, lifestyle activities centered on addressing these issues will increase.
- 9) Environment – The generation X and Y population will demand more care and education of the environment.
- 10) Shorter time activity – People will be attracted to activities that are short in duration but available frequently.
- 11) Walk ability - Sidewalks, trails and paths will be a high priority for walking and other non-motor activity.
- 12) Passive Recreation - Authenticity of experiences and being with others in the community will be important.
- 13) Family Oriented activities – Events/activities where a sense of community is created will be desirable.